REMARKS/ARGUMENTS

In view of the foregoing amendments and the following remarks, the applicants respectfully submit that the pending claims comply with 35 U.S.C. § 112, are not anticipated under 35 U.S.C. § 102 and are not rendered obvious under 35 U.S.C. § 103. Accordingly, it is believed that this application is in condition for allowance. **If, however, the Examiner believes that there are any unresolved issues, or believes that some or all of the claims are not in condition for allowance, the applicants respectfully request that the Examiner contact the undersigned to schedule a telephone Examiner Interview before any further actions on the merits.**

The applicants will now address each of the issues raised in the outstanding Office Action.

Objections

The specification is objected to because of a minor error. Since the specification has been amended based on the Examiner's helpful suggestion, this objection should be withdrawn.

Claim 69 is objected to because of a minor informality. Since claim 69 has been amended based on the Examiner's helpful suggestion, this objection should be withdrawn.

Rejections under 35 U.S.C. § 112

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Claim 29 stands rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the applicants regard as the invention. The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

Claim 29 recites a "No Concept" concept. Specifically, this type of concept is used for performance tracking of ads which were served without concepts. The specification clearly describes this particular type of concept as follows:

> Note that in some embodiments of the present invention, the performance of "no concept" cases can be tracked as well. For example, suppose an ad was served without using concept matching (e.g., using keywords only) because there was not concept that could be associated with either the keyword(s) or the search term(s). "No concept" can be designated as a special concept and its performance information can be tracked. The "no concept" concept may be provided as an element of the concept vector described above.

(Page 24, lines 1-7 of the present application) As can be appreciated from the foregoing, a "No Concept" concept is a clearly described special concept and its performance information can be tracked. Given this clear definition of a "No Concept" concept in the specification, this claim complies with 35 U.S.C. § 112, second paragraph. (See MPEP 2173.01.) Thus, the

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applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection.

Rejections under 35 U.S.C. § 102

Claims 23-27 and 60-64 stand rejected under 35 U.S.C. §§ 102(a) and 102(e) as being anticipated by U.S. Patent Application Publication No. 2003/0055816 ("the Paine publication"). The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

Before addressing at least some of the patentable features of various claims, embodiments consistent with the claimed invention are first introduced. Embodiments consistent with the claimed invention **help resolve ambiguities with respect to ads served using keyword targeting.** Specifically, the specification provides:

> ...in advertising systems in which keywords are used for targeting, **advertisers frequently want to "own" words or phrases** so that their ad is always shown for a given word or phrase. In the context of an ad server for determining ads to be rendered in association with search results for example, to garner as wide a reach as possible, advertisers do not want to restrict their ad targeting to exact keyword matches. By not using exact match keyword targeting, the advertiser's ad is shown as frequently as possible when searches contain "their" word(s).
>
> The downside to this approach is that if their ad is shown for all searches containing "their" specified word(s), the search query and search

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results can often be irrelevant to
the ad. This often occurs if a query
(or some other request) or even just
a part of a query has alternative
interpretations. As an example,
consider an automobile manufacturer
that wants their ad to appear for the
term "ford". Showing their ad every
time the term "ford" appears in the
search terms will often produce
relevant ads when a user searches on
"ford" in the context of automobiles.
The ad, however, will be shown in
connection with search result
documents generated in response to
queries that use "ford" in other
contexts, such as queries including
the search terms "gerald ford,"
"betty ford clinic," "harrison ford,"
"ford agency," "patricia ford," etc.
Consequently, although search result
pages afford advertisers a great
opportunity to target their ads to a
more receptive audience, some queries
may have alternative interpretations.
As another example, the query term
"jaguar" could refer to the car by
that name, the animal by that name,
the NFL football team by that name,
etc. *If the user is interested in
the animal, then the user might not
be interested in search results or
advertisements which pertain to the
car or NFL football team.*

One way for advertisers to avoid
the serving of their ads with an
irrelevant search results document
(or some other document) is for the
advertiser to specify negative
keywords which, if included in a
search query, will preclude the
serving of their ads. Unfortunately,
the effective use of negative
keywords requires advertiser effort
and foresight.

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In view of the foregoing, there
is a need for a simple way for an
advertiser to indicate ad targeting
keyword(s) that they want to "own",
**but that avoids the serving of the
ads, using such targeting keyword(s),
with documents (such as search result
documents) that are not relevant to
their ad [that is, documents related
to the keyword as used in a different
context].** [Emphasis added.]

(Page 4, line 11 through page 5, line 13)

Embodiments consistent with the claimed invention
may overcome the above-described problem. For example,
in one embodiment, after accepting ad information,
candidate *concepts* are determined using the accepted ad
information. The determined concepts are then presented
to an advertiser. Based on the advertiser feedback to
the presented candidate concept, a representation of the
concept targeting information is determined. By using
the advertiser feedback with respect to the candidate
concepts presented, the targeting keyword(s) becomes
contextually sensitive. For example, an advertisement
for a Ford car using the keyword "ford" would have a
higher score for the concept "automobile" and lower
scores for the concepts "celebrities," "hospitals,"
"presidents," etc. This would increase the likelihood of
serving the ad in instances where the term "ford" is
contextually relevant to the ad, and decrease the
likelihood of serving the ad in instances where the term
"ford" is contextually irrelevant to the ad.

Having introduced some exemplary embodiments
consistent with the claimed invention, at least some
patentable features of the claims are now discussed.

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Independent claims 23 and 60 are not anticipated by the Paine publication at least because the Paine publication does not teach determining a candidate concept, presenting the determined candidate concept to an advertiser, and determining a representation of the concept targeting information for the ad using the advertiser feedback to the presented candidate concept. In rejecting claims 23 and 60, the Examiner cites paragraphs [0086] and [0093] of the Paine publication as teaching the aforementioned features. (See Paper No. 200805, pages 5, 6, 8 and 9.) The applicants respectfully disagree.

Paragraph [0086] of the Paine publication describes a system that reads search terms "entered by the advertiser and generates a list of additional related search terms to assist the advertiser in locating search terms relevant to the content of the advertiser's web site." (Paragraph [0086] of the Paine publication) Paragraph [0093] of the Paine publication further describes:

> the method includes spidering a specified web site to obtain an initial list of advertiser search terms for an advertiser. The method further includes filtering the initial list of advertiser search terms using search terms of other advertisers and storing in a search listing database search listings for the advertiser, the search listings formed with the filtered search terms.

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(Paragraph [0093] of the Paine publication) That is, the Paine publication makes additional search term recommendations by (i) looking for good search terms directly on an advertiser's Website (referred to as "spidering"), and/or (ii) comparing an advertiser to other, similar, advertisers and recommending the search terms those other advertisers have chosen (referred to as "collaborative filtering"). In at least one embodiment, the output of the spidering step is used as input to the collaborative filtering step. (See, e.g., paragraph [0013].) These techniques are discussed with reference to Figures 10-20 of the Paine publication.

However, determining additional search term recommendations from an advertiser's initially supplied keywords, spidering, and collaborative filtering, simply suggests additional keywords an advertiser might use **but does _not_ determine "concepts" using ad information**. That is, the Paine publication does not help resolve ambiguities with respect to ads served using keyword targeting. However, "keywords" as used in the Paine publication do not teach the claimed "concepts."

The present application describes a "concept" as a **'representation of meaning that can be determined from a word and/or by analyzing a sequence of word searches and/or actions as the result of word searches.**" (Page 14, lines 21-23 of the present application) Furthermore, in exemplary embodiments consistent with the claimed invention, each of a number of concepts may be associated with one or more keywords. (See Figures 10A-10H and 11A-11D of the present application.) Specifically, the Figures 10A-10H illustrate:

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different clusters, determined using
ODP, associated with the word "ford".
Thus, as illustrated in Figure 10A, an
ad with targeting keywords "ford,"
"car," "auto," and "automobile" may
have the concepts "recreation," "autos"
and "makes and models." As illustrated
in Figure 10B, an ad with targeting
keywords "ford," "harrison" and
"movies" may have the concepts "arts"
and "celebrities." As illustrated in
Figures 10C and 10D, an ad with
targeting keywords "ford," and
"patricia," may have the concepts
"arts," "design," "fashion," "models,"
"individual," "adult," "celebrities,"
and "models and pin-ups." As
illustrated in Figure 10E, an ad with
targeting keywords "ford" and "agency"
may have the concepts "regional,"
"north america," "united states," " new
york," "localities," "new york city," "
manhattan," "business and economy,"
"industries," "arts and entertainment,"
and "fashion modeling." As illustrated
in Figure 10F, an ad with targeting
keywords "ford" and "betty" and
"clinic" and "rehab" may have the
concepts "health," "medicine,"
"hospitals," and "health systems."
Finally, as illustrated in Figures 10G
and 10H, an ad with the keywords
"gerald," "ford" and "president" may
have the concepts "society," "history,"
"by region," "north america," "unites
states," "presidents," "kids and
teens," "school time" and "social
studies."

(Page 26, line 29 through page 27, line 15 of the present
application) As can be appreciated from the foregoing,
the ad targeting *keyword* "ford" can have various meanings
depending on the context in which it is used. It is only
by determining the context (i.e., determining *concepts*)

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in which the keyword is used that ambiguities with respect to ads served using keyword targeting can be resolved. The Paine publication merely suggests additional keywords which may also suffer from the same ambiguities. Thus, the Paine publication does not teach determining candidate concepts at all, let alone presenting the determined candidate concepts to an advertiser and determining a representation of the concept targeting information for the ad using the advertiser feedback to the presented candidate concept.

Thus, in view of the foregoing remarks, independent claims 23 and 60 are not anticipated by the Paine publication. Independent claims 26 and 63 are similarly not anticipated by the Paine publication. Since claims 24 and 25 depend from claim 23, since claim 27 depends from claim 26, since claims 61 and 62 depend from claim 60, and since claim 64 depends from claim 63, these claims are similarly not anticipated by the Paine publication.

Claims 28-32, 35-37 and 65-74 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 7,035,812 ("the Meisel patent"). The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

Independent claims 28 and 65 are not anticipated by the Meisel patent at least because the Meisel patent does not teach determining at least one concept using accepted request information, and generating a representation of the determined at least one concept, wherein a score of least one of the concept(s) in the generated

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representation is adjusted using performance information of advertisements that have been served pursuant to the concept. In rejecting claim 28, the Examiner cites column 9, lines 55-60 of the Meisel patent as teaching the aforementioned features. (See Paper No. 200805, page 12.) The applicants respectfully disagree.

In general, the Meisel patent describes a system for "enabling information providers to influence a position for a search listing within a search result list" by adjusting the bid amounts. (See Abstract of the Meisel patent.) More specifically, the portion of the Meisel patent cited by the Examiner provides:

> The search engine web server 24 generates a list of hypertext links to documents that contain information relevant to search terms entered by the user or by the system at the client computer 12. The search engine web server transmits this list, in the form of a web page, to the network user, where it is displayed on the browser 16 running on the client computer 12.

(Column 9, lines 54-60 of the Meisel patent) As can be appreciated from the foregoing, the cited portion merely describes a typical search engine in which search results (in the form of hypertext links) relevant to search terms entered by the user are provided to the user in the form of a search results web page. It is not clear how this portion even remotely teaches *determining concepts* using accepted request information (e.g., determining the context of the user request). Furthermore, the cited portion of the Meisel patent does not teach the use of scores at all, let alone *adjusting scores of the*

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determined concepts using performance information of advertisements that have been served pursuant to the concept.

Thus, in view of the foregoing remarks, claims 28 and 65 are not anticipated by the Meisel patent. Since claims 29-31 depend from claim 28, and since claims 66-68 depend from claim 65, these claims are similarly not anticipated by the Meisel patent.

Independent claims 32 and 69 are not anticipated by the Meisel patent because the Meisel patent does not teach tracking performance information of advertisements served *pursuant to a concept,* and *adjusting the score of the concept* relative to the request using the tracked performance information. In rejecting claims 32 and 69, the Examiner cites column 10, lines 41-67, column 11, lines 1-67, and column 17, lines 4-67 of the Meisel patent as teaching these claims. (See Paper No. 200805, pages 13, 16 and 17.) The applicants respectfully disagree.

Column 10, lines 41-67 and column 11, lines 1-67 of the Meisel patent generally describes the recording of actions or click-throughs performed on an ad. In addition, column 17, lines 4-67 of the Meisel patent describes calculating the market value *for a search listing* using an "intrinsic CTR" which is based on the click through rate of past searches over a period of time. However, the market value of the search listing calculated in the Meisel patent does not teach *adjusting the score of the concept* relative to the request using the tracked performance information. Nothing in the Meisel patent teaches the use of *concepts* at all, let

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alone the use and adjustment of scores related to concepts using tracked performance information.

Thus, claims 32 and 69 are not anticipated by the Meisel patent for at least the foregoing reasons. Since claims 35-37 depend from claim 32, and since claims 70-74 depend from claim 69, these claims are similarly not anticipated by the Meisel patent.

Rejections under 35 U.S.C. § 103

Claims 33 and 34 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the Meisel patent. The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

Claims 33 and 34 depend from claim 32. Thus, the scores recited in claims 33 and 34 concern *the scores of concepts* which are to be adjusted based on the tracked performance information. However, the Meisel patent does not teach or suggest the use of concepts at all, let alone the use and adjustment of scores related to concepts using tracked performance information. More specifically, as discussed above with regard to claim 32, column 10, lines 41-67 and column 11, lines 1-67 of the Meisel patent generally describe the recording of actions or click-throughs performed on an ad. In addition, column 17, lines 4-67 of the Meisel patent describes calculating the market value *for a search listing* using an "intrinsic CTR" which is based on the click through rate of past searches over a period of time. However, the market value of the search listing calculated in the Meisel patent does not teach, nor does it make obvious,

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adjusting the score of the concept relative to the
request using the tracked performance information.
Nothing in the Meisel patent teaches or makes obvious the
use of *concepts* at all, let alone the use and adjustment
of scores related to concepts using tracked performance
information. As such, claims 33 and 34 are not rendered
obvious by the Meisel patent for at least the foregoing
reasons.

New claims

New claim 75 depends from claim 23 and further
distinguishes the claimed invention from the cited
references. Claim 75 is supported, for example, by
element 430 of Figure 4 and element 540 of Figure 5.

New claim 76 depends from claim 23 and further
distinguishes the claimed invention from the cited
references. Claim 76 is supported, for example, by
Figures 12A through 12C.

Amendments to the Specification

The specification has been amended to correct a
minor error.

Conclusion

In view of the foregoing amendments and remarks, the
applicants respectfully submit that the pending claims
are in condition for allowance. Accordingly, the
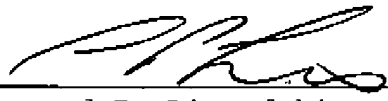
applicants request that the Examiner pass this application to issue.

Any arguments made in this amendment pertain **only** to the specific aspects of the invention **claimed**. Any claim amendments or cancellations, and any arguments, are made **without prejudice to, or disclaimer of**, the applicants' right to seek patent protection of any unclaimed (e.g., narrower, broader, different) subject matter, such as by way of a continuation or divisional patent application for example.
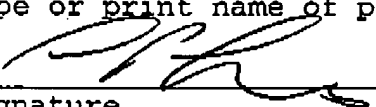
Respectfully submitted,

November 3, 2008

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I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

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November 3, 2008

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